

ABINGTON STRAWBERRY NURSERY

May 28 1957

Agicul



ALL PRODUCTS OF THE ABINGTON STRAWBERRY NURSERY
(Plants, berries, and daughters)

**207 Ashland Street
Abington, Massachusetts**

Telephone Rockland 2200-W

Ashland Street runs East & West between Routes 18 & 123 in Abington

Greetings Friends:

I WANT to say thank you to all my old customers and Hello to my new customers who want the best in Strawberry plants. Only a few are able to visit for a friendly face to face chat on strawberries. I am, therefore, sending you a photographic story of my methods and the results that are available to anyone using similar care and most important, quality Northern grown plants. I offer only varieties that I have tried and found adapted to New England.



GEORGE H. ROUNDS

Grower, magazine contributor, radio lecturer.

Farm Bureau Member

Ask the Man Who Grows Them



Plowing in winter rye for soil construction. Three green crops are plowed in between every plant crop. This adds humus and holds moisture which insures a healthy and vigorous root system for your plants.

STRAWBERRY CULTURE

Choice of Plot

Any soil that has grown corn, potatoes or tomatoes will grow strawberries. Never plant on newly turned turf but choose ground that has been gardened at least one year because this has removed the white grub that feeds on hard roots and strawberry crowns.

Preparation of Soil

If possible plow in a green crop the previous year and a cover crop in the spring. Before plowing apply one to two inches of barn manure. (If using poultry manure one inch. I use it and like it.) Plowing and soil preparation should be at least 6 to 8 inches deep. If commercial fertilizer must be used, it should be broad cast before harrowing and application should be 8 pounds of 5-8-7 or 5-10-10 to a hundred foot row or 800 pounds to the acre. A light dressing in August is always helpful. This should be applied when the foliage is dry and the surplus dusted from the leaves.



A block of Town-King to the left of the stake and Catskill at the right. This is one of my fruit beds in full blossom. A good example of what good plants will do for you.

Care of New Planting

Hoe frequently maintaining a dust mulch at all times. Never hill plants but keep level at the crown as shown in setting illustration, and avoid deep hoeing or cultivating. Keep all blossoms picked off the first season except Everbearing varieties and these until July first. Train runners into the row, placing plants about six inches apart until you have a matted three foot row and then all additional runners may be cut off with the hoe.

Winter Care

Plants should be covered with meadow hay, cranberry tops, straw or even leaves and these applied when the temperature is between 20 and 30 degrees F. Freezing of the plants does not hurt them but is part of natures hardening process. Mulch should not be removed in the spring until all danger of frost is passed and then only about 75% leaving the balance for a cushion for the ripe fruit to insure clean berries, and conserve moisture.

Winter Mulch

We have solved your problem of securing mulch by obtaining a supply of pressed salt marsh hay in wire bound bales of approximately 50 pounds, sufficient for a planting of 100 plants.

Shipped by express collect \$2.50 per bale

Asparagus. MARTHA WASHINGTON. The standard variety used by growers and home gardeners. Early, tender, larger, and most productive. A bed lasts 20 years or more.

25 roots for \$1.25; 50 for \$2.25; 100 for \$4.00.



A tray of Catskills. Is it any wonder my daughters smile at this kind of picking? This is not a trick picture, standard quarts are used and you will note from five to nine berries cover the top of the box. Also note the vigorous healthy plants.

Planting

Plants should be set in rows on four foot centers and the plants spaced from 14 to 20 inches in the row according to the plant making capacity of the variety used. Holes should be made with a dibble, puncher, or spade and the depth of the hole should equal the length of the root. The roots should be placed straight down and not doubled up and if too long may be clipped. Remember that all plants from the ABINGTON STRAWBERRY NURSERY come to you all prepared and trimmed for setting. Plants should be set at the depth indicated by the diagram and earth firmed the whole length of the root. To test proper firming pull on the strongest leaf stem until broken and if the root is not moved, the process is correct, but if the root moves, apply more pressure around the plant, and test again. All plants should be dipped in water before setting. Plants should be set as early in the spring as possible.

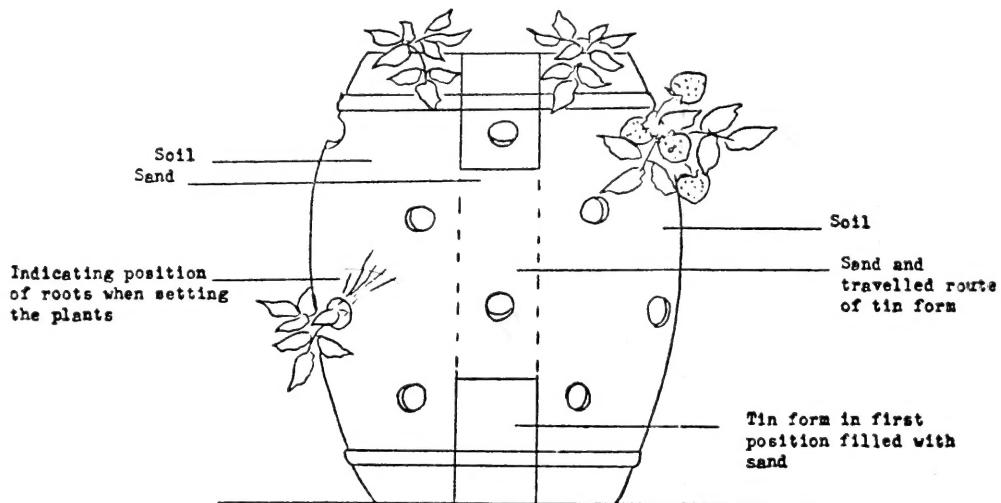


Too Deep

Too High

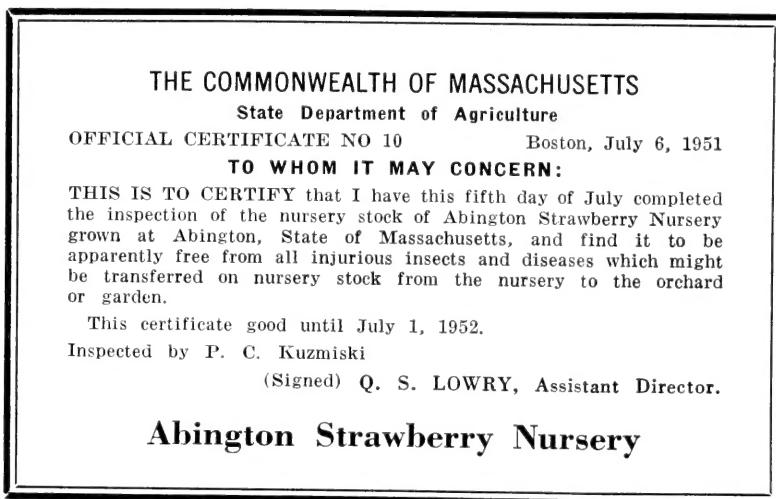
Just Right

INSTRUCTIONS FOR THE MAKING OF A STRAWBERRY BARREL



The Strawberry Barrel, very widely used in home gardens on the West Coast, is, year by year, becoming more popular here in the East. It has two definite purposes. The first — it is a space saver; second — it is an ornamental novelty, which is very attractive in any formal garden, corner of a lawn, or terrace. Any type of barrel may be used, even a nail keg.

Complete instructions will be furnished free upon request.



Small Enough To Know You

Large Enough To Serve You.



*An excellent crop of Catskill blossoms productive of a fine profitable crop.
Note mulch between the rows and absence of weeds.*

33 VARIETIES

Found to be the Best Adapted to New England

Other varieties (not listed here) are constantly under weather and soil testing for New England adaptability.

Varieties

It is an accepted fact that all varieties do not do equally well in all locations or with all growers. Selections should be made of an early, mid-season and a late variety to insure the greatest number of picking days during the natural fruiting season. Individual taste is another factor to consider, as well as your liking for color. One should also consider the disposition of the surplus crop and whether you will preserve them or freeze them. All berries will preserve well but not all varieties freeze equally well. For that reason we always mention this characteristic in the description of varieties. All of the varieties we offer are of the highest eating quality that are best adapted to our New England states. When asked which is the best variety, I answer there is no best, they are just like women, all good but we each like one better than the rest. You must find the ones you like best.

REGULAR SEASON VARIETIES

Early:

Pathfinder: A very early berry, several days ahead of Howard 17 in this territory. Medium size, deep red, healthy foliage, good flavor and a good market berry. Resistant to Red Stele root disease.

Howard 17 (Premier): Early, a heavy yielder, good plant maker and a very popular berry on Cape Cod.

Valentine: Extra early, several days ahead

of Howard. Large, fast growing plants, good quality and disease resistant. Large, sweet and dark color.

Vermillion: An Illinois production with a pleasant surprise for our Northeast. Smooth to taste and eye, medium size, high lustre, disease resistant. Commercially good. Red Star X Pathfinder.

Swanee: Very early with high flavor quality medium size. A favorite home garden berry in the South. Missionary X Premier.

Medium Early:

Fairfax: Leads in flavor with particular people for many years. Large, dark red, a good plant maker. A real berry that eats and freezes well.

Fairland: Large bright red heavy bearing berry. Free plant maker. Recommended for home garden and road side sales.

Red Crop: A new berry from the N. J. Station. Medium in size, good quality, disease resistant and a good freezer.

Mid-Season

Midland: Large, luscious, beautiful, high in flavor quality and freezes well. What it lacks in plant production it makes up in quality. Excellent freezer and pride of the garden.

Red Wing: A new variety from N. J. with all the characteristics that make a GOOD berry for your garden or field. Disease resistant.

Temple: A berry that has earned the reputation it enjoys. An outstanding good berry.

Senator Dunlap: This is another of the old favorites through many years. A deep red berry, good plant maker, and also of fine flavor. Good shipper and a berry that will freeze well.

Dorset: This is another of the comparatively new berries, and is a favorite both in the commercial field and the home garden. It is a well shaped deep red berry of very high flavor. Freezes well.

Aberdeen: This is a mid-season berry noted for its productivity, good size, bright color and is highly disease resistant. A very showy berry for all types of market and very prolific plant maker. A money maker.

Town King: This is another mid-season berry which has the same good qualities of the Aberdeen.

Starbright: This is the thoroughbred of them all and really a show berry. The size of both plant and berry are unusual and the color and flavor is superb. This is a difficult berry to grow because of the soil requirements, but once tried will never be forgotten. This is a mid-season berry. Freezes well.

Robinson (Scarlet Beauty - Kardinal King): A healthy plant with big, dark red, luscious berries. A very fancy berry demanding recognition for beauty and flavor.

Marshall: One of the oldest of Massachusetts origin, and most luscious of all strawberries, comparable to none.

Late:

Catskill: This is one of the newer berries of New York state origin, which makes it readily adaptable to New England. The berry is large, firm, and also of good eating quality. This is one of the late varieties.

Sparkle: Now we have come to the berry of them all, for color, beauty, and flavor. Plants are very prolific, dark green, disease resistant with the quality of holding color and beauty to the last picking. Their attractiveness is enhanced by a large green calyx. This berry makes the most beautiful commercial box we know and is without exception the best freezer to date.

Elgin: A Canadian berry, the largest and latest we know in New England. Not too much can be said about the color or flavor. However, you may like it.

July Morn: Large, late, productive and a dark red. Disease resistant. We will be able to tell you more about it next year.

Ambrosia & Arrowhead: On trial for next year. Limited.

New Members of Our Family

With the exception of the Great Bay these have all been bred by Dr. George L. Slate of the New York Experimental Station at Geneva, N. Y., and named and released in 1950 and 51. We have had them for several years under trial when identified by numbers and have found them consistent in their characteristics during that time. Price \$6.00 per hundred.

Erie: A heavy cropping late berry. Large vigorous plants which make prolifically and produce heavily. A good quality for commercial growing for a late market. LIMITED, 100 per order. Sparkle X Howard.

Empire: Another variety which did well in our trials. Very large, bright, glossy red and maintaining good size throughout the season. This appears to be an outstanding berry in the mid-season group. LIMITED, 100 per order. Dresden X Sparkle.

Essex: Very early, medium size delicate fruits with an outstanding high flavor. Makes plants freely and sets a large number of berries. You will want this berry in your home garden. Howard X Deutsch. LIMITED.

Eden: This is a large berry adapted to processing but because of its tartness also makes a tasty dessert berry. The plants are vigorous, healthy and propagate rapidly. Berries are conical, attractive, bright red all through and late in ripening. Dresden X Fairfax. LIMITED.

Great Bay: Originated and released by University of N. H. and promises to be the heaviest bearing berry we have yet seen in N. E. Berries, are large, dark red and very firm. Plants are large and make well.

All Plants State Inspected For Your Protection

PACKAGE STRAWBERRY GARDEN

- 25 Potted Swanee plants (Early)
- 25 Potted Sparkle plants (Late)
- 1 5 lb. package Peat Moss (Summer mulch)
- 1 Bale Salt Marsh Hay (Winter mulch)
- 1 14 lb. Bag of our Special compounded Strawberry Fertilizer.

The above is all you need to buy for a complete 10' x 10' family garden which

should yield you 25 quarts of luscious berries for two years after planting. The varieties have been chosen because of their high quality in flavor, and healthy rugged plants. All runners should be picked off.

**All for \$15.00 shipped express
collect about the 15th of August.**

EVERBEARING VARIETIES

Gem: This is one of the old standards in everbearing varieties. A good plant maker, good flavor, medium size and bright red.

Gemzetta: This is one of the newer everbearing varieties which makes plants freely and is a heavy producer of large bright red berries of good firmness and flavor.

Streamliner: One of the new everbearing varieties and the most prolific of them all both in plants and berries. The berry is extra large and of good flavor.

Superfection: One of the newer everbearers showing improvement in size of berry and plant making ability with no sacrifice of quality.

Potted Strawberry Plants

The following varieties have been selected for potting because they are well adapted for home garden use. We suggest for deep freezing the use of Pathfinder, Catskill, Dorset and Sparkle. Sparkle freezes best of them all.

Early		Howard
Pathfinder	Valentine	
Mid-season		
Aberdeen		Red Wing
Dunlap		Fairfax
Late		Sparkle
Catskill		

Remember that if you fail to get your bed set in the Spring, you may still have a crop by setting potted plants in August.

BETTER PLANTS FOR BETTER STRAWBERRIES

We have been growing strawberries and plants for over a half century and have built our berry business on a quality berry, raising nothing but varieties of the highest eating quality. Our object has been to have our customers get a box or a tray of the best tasting berries they ever purchased. Ours is a business of two generations, both of which have striven to attain the best possible selection to offer our customers, and over a period of years have arrived at the list we offer for your selections. Strawberries like everything else should be selected to accomplish a definite purpose. If it is for the home garden, we have it and if for commercial growing, we have that too and if you are in doubt, we are fully qualified and exceedingly willing to offer suggestions. We installed a modern irrigation system to insure full length roots and healthy, sturdy plants for our customers. As a result, we have a good supply of fine quality plants.

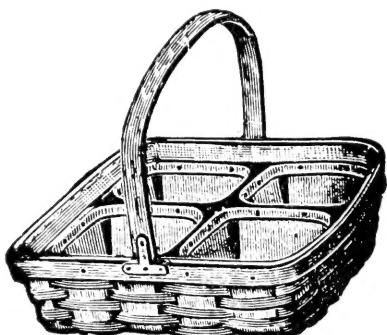
POTTED PLANTS

We recommend early setting of potted plants. Plants set in August will make from 20 to 40 new plants which will bear fruit the following June. If set after the 15th of September, the runners should be kept pruned off to throw all possible strength into the plant for June fruiting. Potted plants will be ready about August 1st and are shipped by Railway Express collect. Potted plants may be fruited two years. The quality of our potted plants has spoken for themselves so that this year we will have to pot 25,000 to meet our demand. The advantage of potted plants is that they experience no transplanting shock and immediately start growing, also the loss account of improper planting is nil.

All Plants State Inspected For Your Protection

SHIPPING

All plants are dug and shipped the same day your order is received as no plants are held in storage in anticipation of shipping. Plants are shipped parcel post prepaid in 1st and 2nd P.P. zones, or Railway Express collect, according to quantity.



Regular Commercial Picking Basket

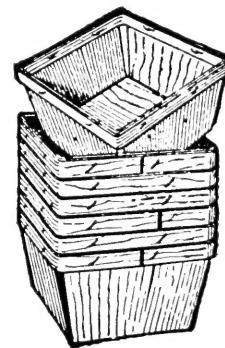
A rugged four box picking carrier which has many uses around the home and garden. This is another hard to find item in lots of one or two which we are making available to our customers.

Single basket	\$1.10
Parcel Post add27

Standard Quart Strawberry and Pint Blueberry Boxes

This is another item which is not common in small quantities but has many uses around the home and garden. A sturdy standard commercial box.

50 box carton	\$1.65
Parcel Post add27



PRICES

Layer or Field Grown Plants

REGULAR SEASON

		EVERBEARING & NEW VARIETIES
25 Plants, one variety	\$1.50	Great Bay - Erie - Empire
50 Plants, one variety	2.75	Eden - Essex
75 Plants, one variety	3.50	25 Plants, one variety
100 Plants, one variety	4.00	50 Plants, one variety
500 Plants, two varieties	15.00	75 Plants, one variety
1000 Plants, four varieties	25.00	100 Plants, one variety

ASPARAGUS

25 roots for \$1.25; 50 for \$2.25; 100 for \$4.00

POTTED PLANTS

REGULAR SEASON

EVERBEARING

100 Plants, any choice	\$10.00	100 Plants, any choice	\$12.00
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Baled Salt Hay \$2.50 per bale, Express Collect

A FEW WORDS ABOUT MAIL ORDERS

Orders should be placed as early as possible and contain definite instructions as to shipping date. Any orders after the 15th of May should carry a second choice. We do not like the inconvenience and sometimes the delay inflicted upon our customers by C.O.D. orders and if you will remit half the price of your order we will invoice for the balance when plants are shipped. That is our expression of confidence in our strawberry plant customers.

All 1st and 2nd zone orders are shipped by Parcel Post prepaid and all Express shipments are sent collect. We do not ship on Friday Night or Saturdays because of possible weekend delays in transit.

Acceptance and acknowledgment of an order constitute an agreement to buy and sell and in no case will our liability exceed the purchase price of plants ordered. All adjustments will be made by replacement if planting time permits or refund if claim is made within ten days. This guarantee covers quality and condition of plants but does not apply to planting or growing conditions over which we have no control.

ABINGTON STRAWBERRY NURSERY

GEORGE H. ROUNDS

207 Ashland Street

Abington, Massachusetts

TELEPHONE ROCKLAND 2200-W

Send to R. F. D.

Post Office Box

Ship by Parcel Post ().

Ship by Express (). Shipping Station

Street _____ State _____

Date of this order 195 Ship About 195

Amt. Enclosed: Check \$ Money Order \$.....

Stamps \$ Cash \$

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state second choice.

Please write below the names and addresses of any acquaintances and friends who might be interested in or buyers of grape, strawberry, raspberry and blueberry plants or asparagus roots and we will send them a catalogue.

Abington Strawberry Nursery

G. H. Rounds

207 Ashland Street

ABINGTON, MASS.

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Always in Good Taste

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*Small Enough To Know You . . .
Large Enough To Serve You.*